



HONG KONG.

MEMORY MAPPING FOR PLACEMAKING

IDENTIFYING COMMUNITY ROOTS IN A GENTRIFYING NEIGHBOURHOOD

Many Sai Ying Pun residents didn't realise how precious the character of their neighbourhood was until it had changed beyond recognition, how valuable their public space until it was slowly eaten up by new developments. Neighbourhood sentiment is what triggered an unusual outreach project for the design of upgrading a staircase in this fast gentrifying area.

What followed was a 6-month 'Magic Lanes' mapping trajectory with 200 local residents. Street surveys and focus groups showed a strong identity of traditional craftsmanship, unique for the city. We shared stories in an app, a map, a series of mini docs, workshops, tours and even a pop-up street museum. Setting a new standard for human-centred public space design in the city.

6-STEP PARTICIPATORY MAPPING PROCESS

"LESS PEOPLE KNOW ABOUT THIS CRAFTSMANSHIP. THERE SHOULD BE MORE EVENTS LIKE THIS, A LOT OF PEOPLE CAME TO OUR DOOR, EVEN SOME FOREIGNERS, THIS NEVER REALLY HAPPENED BEFORE"

- Tin Bo Lau, papercraft master

- 1 **REVEAL** neighbourhood narrative
- 2 **MAP** sites that matter
- 3 **CREATE** content worth sharing
- 4 **DESIGN** artist map
- 5 **SHARE** in the community
- 6 **CONNECT** tech-savvy audience



OUTPUT



“WHAT I DISCOVER IS DOING IS LIKE MAKING AN ARCHIVE OF HONG KONG HISTORY – THROUGH THE EYES OF LOCALS”

- Amy Tse, social worker Caritas, Hong Kong

IMPACT

100%



BUILDING BRIDGES

Use resident surveys and project results to articulate five principles for re-design of public space in this old Hong Kong neighbourhood

75%



COMMUNITY DEVELOPMENT

Create an opportunity for different generations to connect and share, foster local connections and generate trust by connecting to people's roots and heritage

100%



CULTURAL AWARENESS

Identify, document and share the most essential part of cultural heritage: the people, their stories and their unity, before it's too late

465
egg tarts donated by local baker

5,000
copies of neighbourhood maps distributed

76
average age of participants

25
focus groups participants

2700
visitors at the opening of the pop-up exhibition

5
yrs old was the youngest treasure hunt participant

25
tangible and intangible cultural assets mapped

555
street surveys done

53,000
downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget



Aug 2017- Jul 2018

US\$45,000